



NEWSRELEASE

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SBA TO COSPONSOR NATIONAL SATELLITE CONFERENCE SERIES FOR WOMEN BUSINESS OWNERS

WASHINGTON—The U.S. Small Business Administration (SBA) is cosponsoring a second set of three national satellite conferences in the ongoing *Winning Strategies for Women Entrepreneurs* series. This year's conferences will focus on best marketing practices, management techniques and financing for stability and business growth in the new millennium.

"These conferences present women business owners with an excellent opportunity to grow and learn from fellow entrepreneurs, and to share their knowledge and experience with colleagues," said SBA Administrator Aída Alvarez. **"The SBA has worked with the cosponsors of the series to put together timely and informative programs that will be available at thousands of locations throughout the U.S."**

The first conference, scheduled for May 17, focuses on practical marketing practices for today's market. Entitled *"Millennium Marketing: Practical Tips for Today and Tomorrow,"* the conference will feature information on:

- creating a marketing plan that works for your business;
- creative ideas for shoestring marketing; and
- incorporating the Internet into your marketing strategy.

Jay Levinson, author of *Guerilla Marketing* and Flori Roberts, founder of Flori Roberts and Dermablend cosmetics are featured guests. The session will present tips for marketing in the 21st century and keeping up with trends.

The second conference, *"Millennium Management: Practical Advice to Grow Your Business,"* airs August 30. This session centers on hiring and keeping good employees, creating a company culture, and the future of employee management. Participants will also learn about expanding their business operations to include international trade.

"Millennium Money Matters: Financing for Stability and Growth," the final conference in the series, airs November 2. This conference takes a look at financial issues, from how to apply for a loan to financing options in the 21st century.

This year's series builds on the popularity of last year's. Cosponsors include the investment firm Edward Jones, IBM, the U.S. Chamber of Commerce, the American Business Women's Association (ABWA), the SBA's Office of Women's Business Ownership, and the agency's resource partners — SBA's Service Corps of Retired Executives (SCORE) and SBA's Small Business Development Center Program.

Women business owners can participate in the satellite conferences through 3,800 Edward Jones locations as well as SBA-sponsored small business development centers, chambers of commerce, business councils and other organizations nationwide. Organizations interested in receiving the downlink should contact Edward Jones at the number or web site listed below.

The conferences will be simultaneously broadcast nationwide from 7:30 p.m. to 8:30 p.m. (ET). Admission is free but seating is limited. To find the satellite locations nearest you and to reserve your seat, call **1-800-441-1384** or visit the Edward Jones and IBM web sites at **www.edwardjones.com** or **www.ibm.com**. You may also access the Edward Jones site through the SBA's Online Women's Business Center at **www.onlinewbc.org**.

For more information on SBA programs and services, contact the **SBA Answer Desk** at **1-800-8-ASK-SBA** or visit the agency's web site at **www.sba.gov**.

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The U.S. Small Business Administration, established in 1953, provides financial, technical and management assistance to help Americans start, run, and grow their businesses. With a portfolio of business loans, loan guarantees and disaster loans worth more than \$45 billion, SBA is the nation's largest single financial backer of small businesses. Last year, SBA offered management and technical assistance to more than one million small business owners. SBA also plays a major role in the government's disaster relief efforts by making low-interest recovery loans to both homeowners and businesses.

America's 24 million small businesses employ more than 50 percent of the private workforce, generate more than half of the nation's gross domestic product, and are the principal source of new jobs in the U.S. economy.

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